

ACCESS BROADBAND Dashboard

Tutorial

Instructions and suggestions to help users interact with the dashboard

February 28, 2023

U.S. Census Bureau
National Telecommunications and Information Administration
Department of Commerce

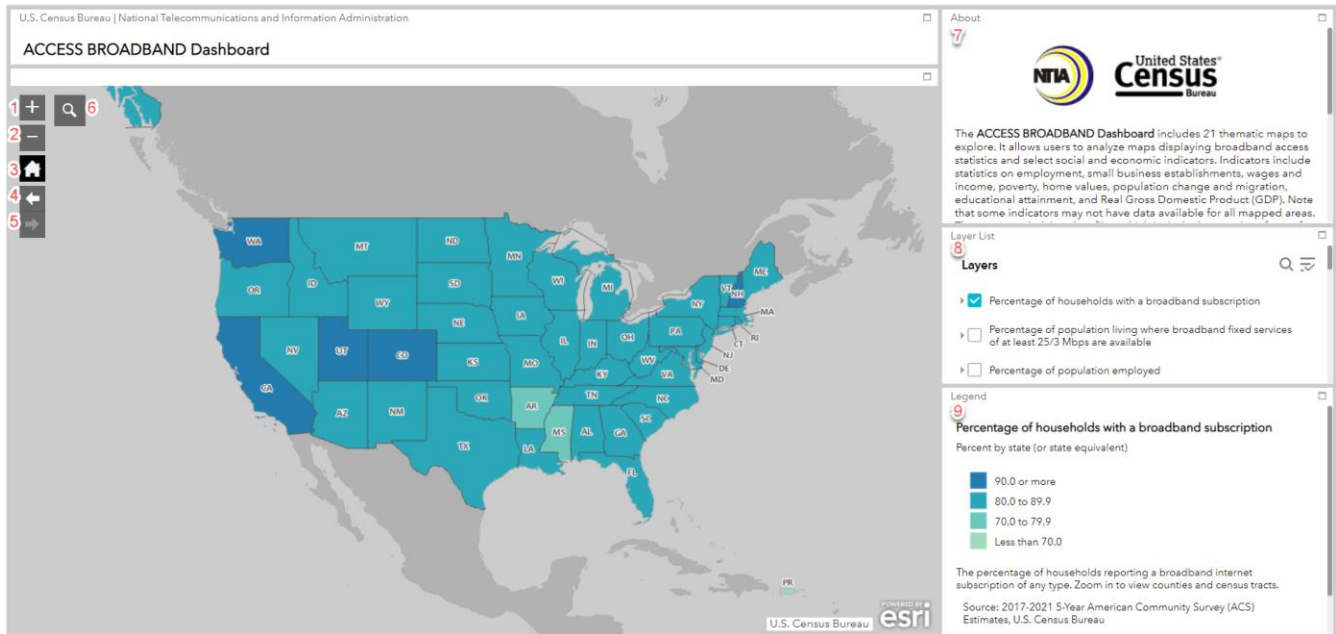
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To access the ACCESS BROADBAND Dashboard, and its supplemental data files, file layouts, and Quick Guide, visit
< <https://www.census.gov/programs-surveys/community-resilience-estimates/partnerships/ntia/broadband-act.html> >

1. Dashboard Elements

Elements of the dashboard are identified by red numbers in the screenshot below and listed beneath.



1. Zoom in
2. Zoom out
3. Default extent
4. Previous extent
5. Next extent
6. *Search* tool
7. *About* panel*
8. *Layer List* panel*
9. *Legend* panel*

**You may be able to see more information by scrolling within each panel.*

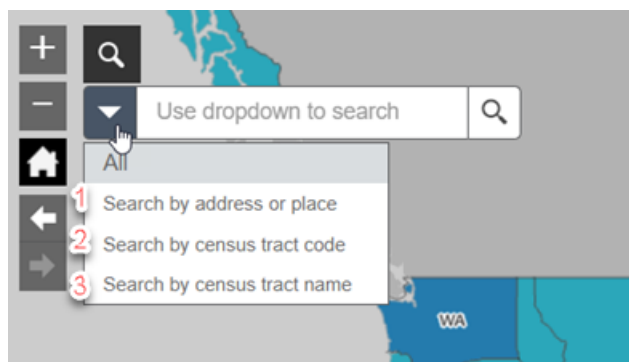
2. A Suggested Journey Through the Dashboard

This dashboard was designed for users to examine an area's broadband availability and adoption statistics, and then build an understanding of the area's economic conditions. To help you do this:

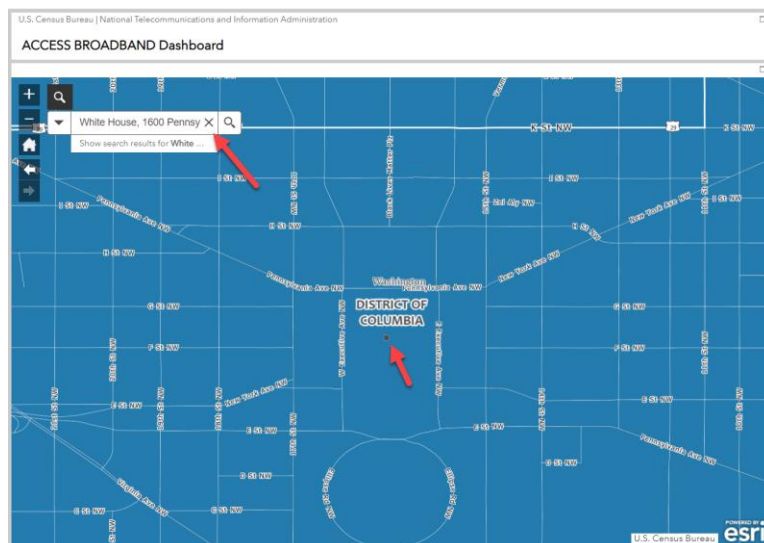
1. Read the information included in the *About* panel. There are links to download the data files and other dashboard resources available within.
2. Use the *Zoom* tools or *Search* tool to navigate to a particular area on the map. By design, the scale of the map (how far zoomed in or out you are) will determine whether a map of state, county, or census tract level data displays. As you zoom in, roads and bodies of water will appear for orientation purposes.
3. Click or tap on the map to select a geographic entity (state, county, or census tract) and display the selected geographic entity's characteristics in a pop-up window. The pop-up contains data for all 21 statistics included in the dashboard.
4. Check and uncheck individual layers in the *Layer List* panel to see different thematic maps for each variable. You can tell if you are looking at state, county, or census tract data at any given moment by referencing the legend subheading in the *Legend* panel.

3. Using the Search Tool

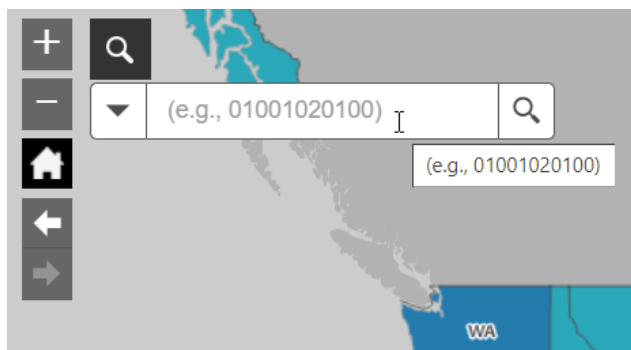
You can use the *Search* tool to navigate to a particular area on the map. There are three types of search functionality that are labeled in the screenshot and described below:



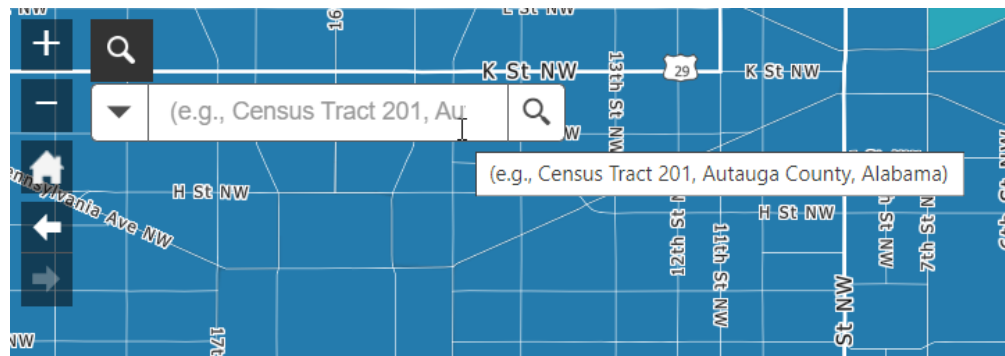
1. **Search by address or place** – Type an address, the name of a landmark, place, or county. The map will zoom to that area. A black dot will appear at the site until you click the 'X' in the *Search* tool.



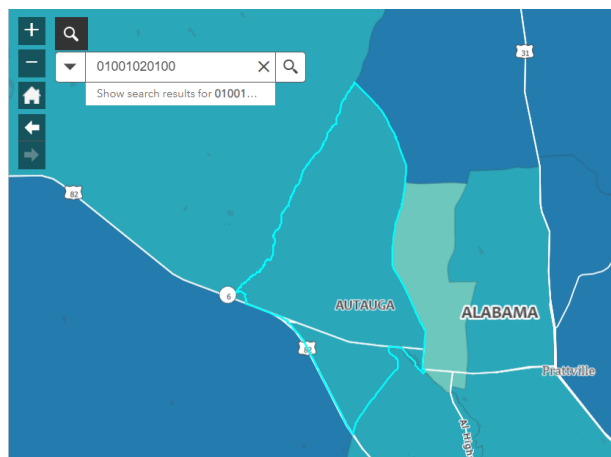
2. **Search by census tract code** – Enter the unique numeric code that identifies the census tract. This code uniquely identifies a census tract within the nation. It consists of the state FIPS code (two-digits), county FIPS code (three-digits), and census tract number (six-digits) for a total of 11 digits. The ACCESS BROADBAND Dashboard's data files provide the 11-digit FIPS code for each census tract through the column labeled 'geo_id' (link to data is below).



3. **Search by census tract name** – Enter the alphanumeric syntax used to identify a census tract by name. The ACCESS BROADBAND Dashboard's data files provide the name for each census tract through the column labeled 'geo_name' (link to data is below).



Using either census tract search will result in the outline of that census tract being highlighted on the map. The census tract code and census tract name are included in the data files and are also included in the header of the census tract-level pop-up. The highlight will disappear when you click the 'X' in the *Search* tool.



4. Quick Glance at the Pop-ups

You can click on the map to display all 21 characteristics included in the dashboard for a given geographic area. The header of the pop-up will identify what geographic area's data is showing at any given time. The pop-up below identifies that the data in the pop-up is for North Carolina.

North Carolina (37)	
Households with a broadband subscription:	85.4%
Population with access to broadband services of at least 25/3 Mbps:	95.5%
Employed:	58.1%
Labor force participation:	61.4%
Unemployed:	4.8%
Annual change in employment:	4.3%
Workers self-employed:	5.6%
Workers that work from home:	10.3%
Weekly wage:	\$1,146
Median household income:	\$61,997
Poverty (SAIPE):	13.5%
Poverty (ACS):	13.7%
Establishment entry rate:	14.6%
Annual change in establishments with less than 20 employees:	1.3%
Annual change in establishments with less than 500 employees:	1.1%
Annual change in Real Gross Domestic Product (GDP):	7.0%
Median home value:	\$197,500
Annual change in population:	0.9%
Net migration rate (per 1,000 population):	9.1
Population with a bachelor's degree or higher:	33.0%
High school-aged population not enrolled, not a graduate:	4.0%

The header style for states includes the state name and the unique state code identifier (state FIPS code) in parentheses.

North Carolina (37)

The header style for counties includes the county name and the unique code identifier for counties (state FIPS code + county FIPS code) in parentheses.

Johnston County, North Carolina (37101)

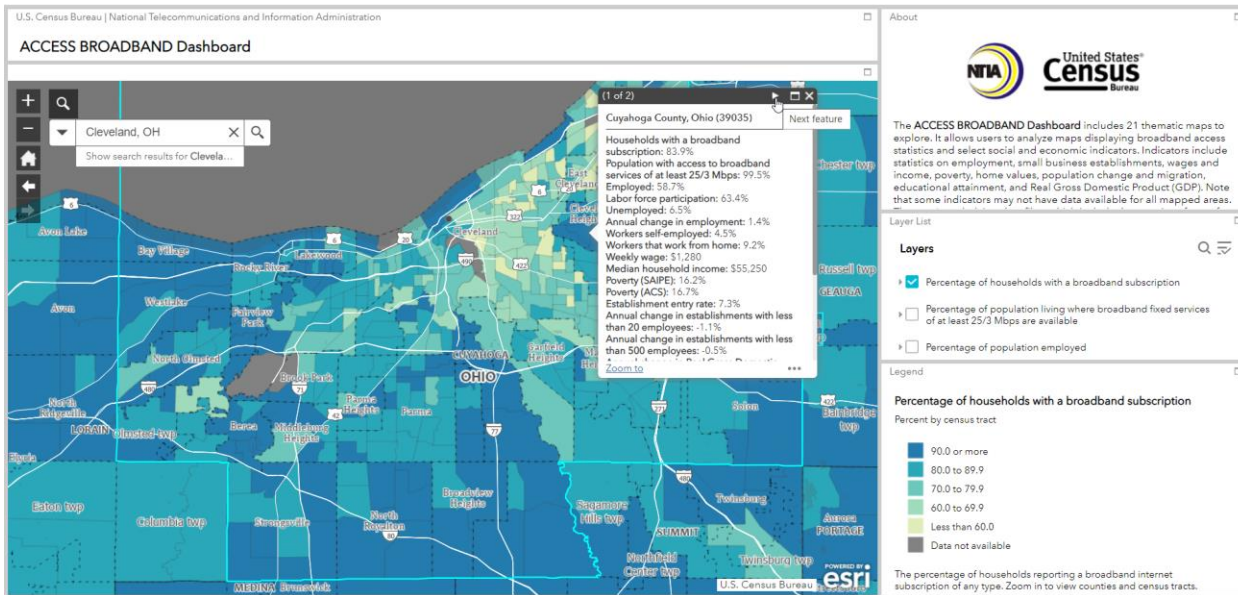
The header style for census tracts includes the census tract name and the unique code identifier for census tracts (state FIPS code + county FIPS code + census tract number) in parentheses.

Census Tract 401.02 Johnston County, North Carolina (37101040102)

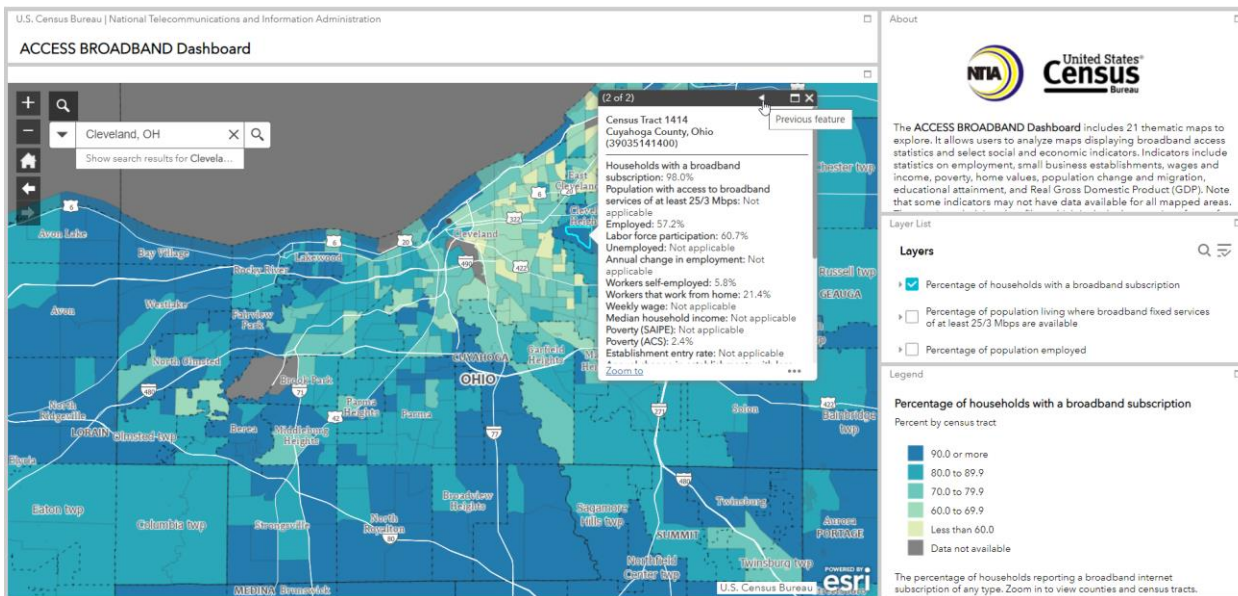
For more information about the ACCESS BROADBAND Dashboard's data and geographies, visit the Quick Guide at https://www2.census.gov/programs-surveys/demo/technical-documentation/access-broadband/quick_guide_ACCESS_BROADBAND_Dashboard.pdf >

5. Example of Exploring Maps Across a Local Area

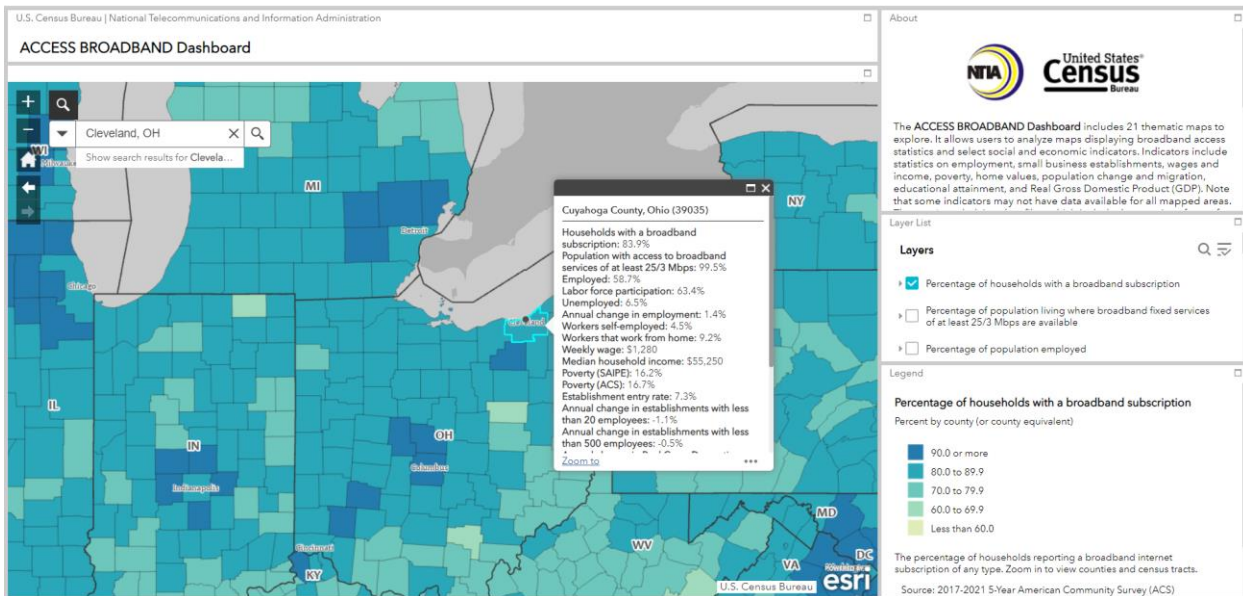
Let's explore the area near Cleveland, Ohio. Using the "Search by address or place" feature of the *Search* tool, type "Cleveland, Ohio" and hit Enter. We zoom to Cleveland and see a map of its census tracts. Clicking or tapping on the map at this scale opens a pop-up for the county as well as the census tract. The arrow that appears in the header of the pop-up allows us to toggle back and forth between each.



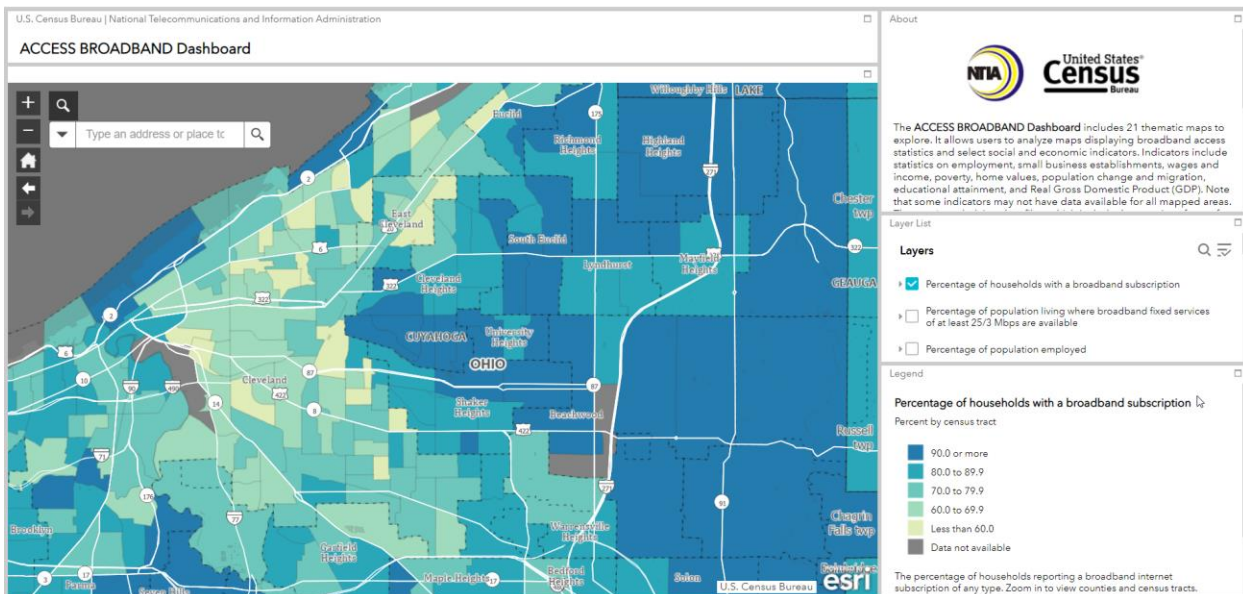
Clicking to the "Next feature" reveals the census tract pop-up as seen in the screenshot below. Each pop-up has all 21 variables that exist in the dashboard so that you can get a complete profile of the selected geographic entity. You can take note of how that census tract's data compares to the county data.



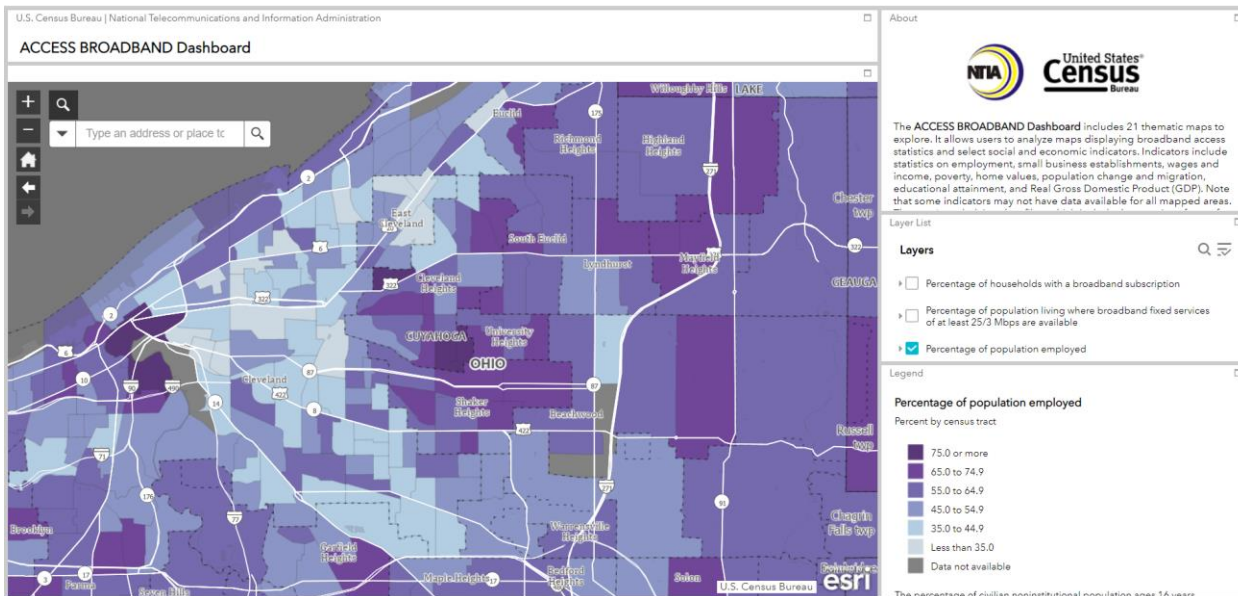
If we zoom out, we can view the thematic map for the county-level data to see how Cuyahoga County, OH compares to other nearby counties.



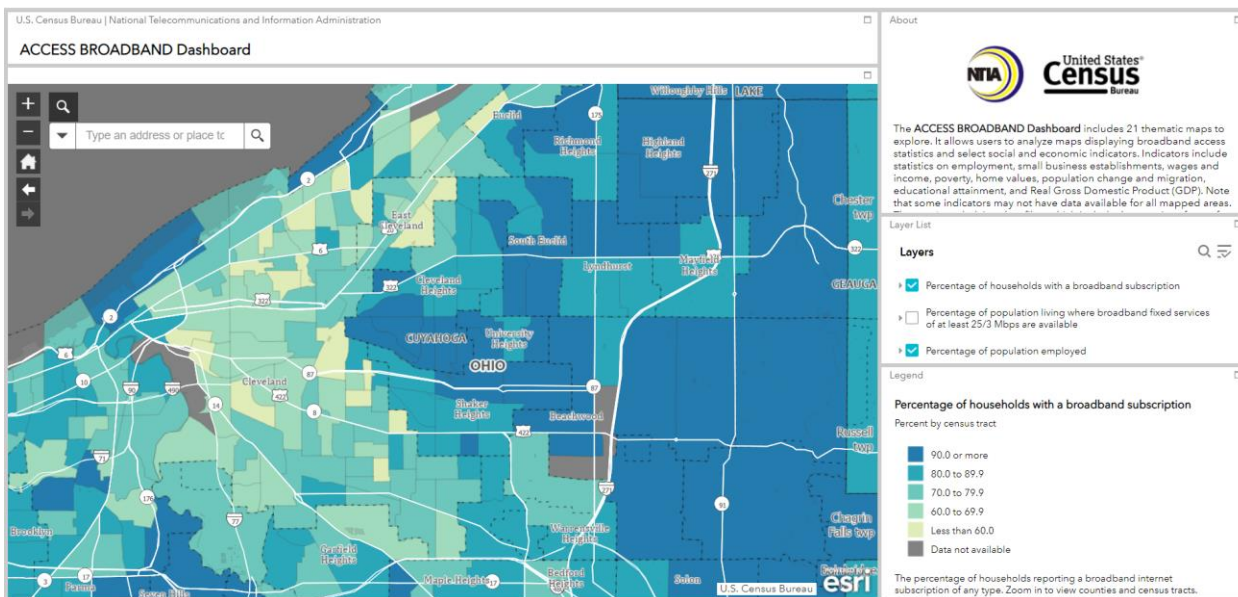
Let's zoom back to Cleveland so that we can take a closer look at the other map layers on a more local level.



In the *Layer List* panel, uncheck the box next to the “Percentage of households with a broadband subscription” and check “Percentage of population employed.”

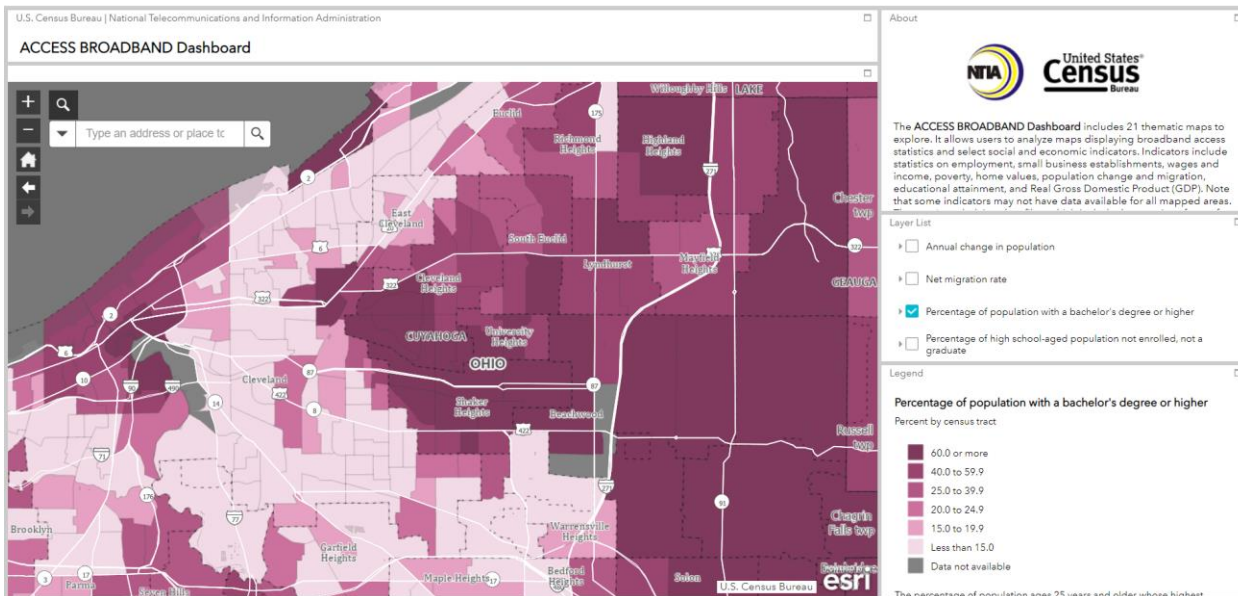


Then, we can re-check and un-check the “Percentage of households with a broadband subscription” layer to allow us to flip quickly between the maps and help us notice patterns within the data. Keep in mind that the topmost layer checked in the *Layer List* panel will be the one displayed on the map.



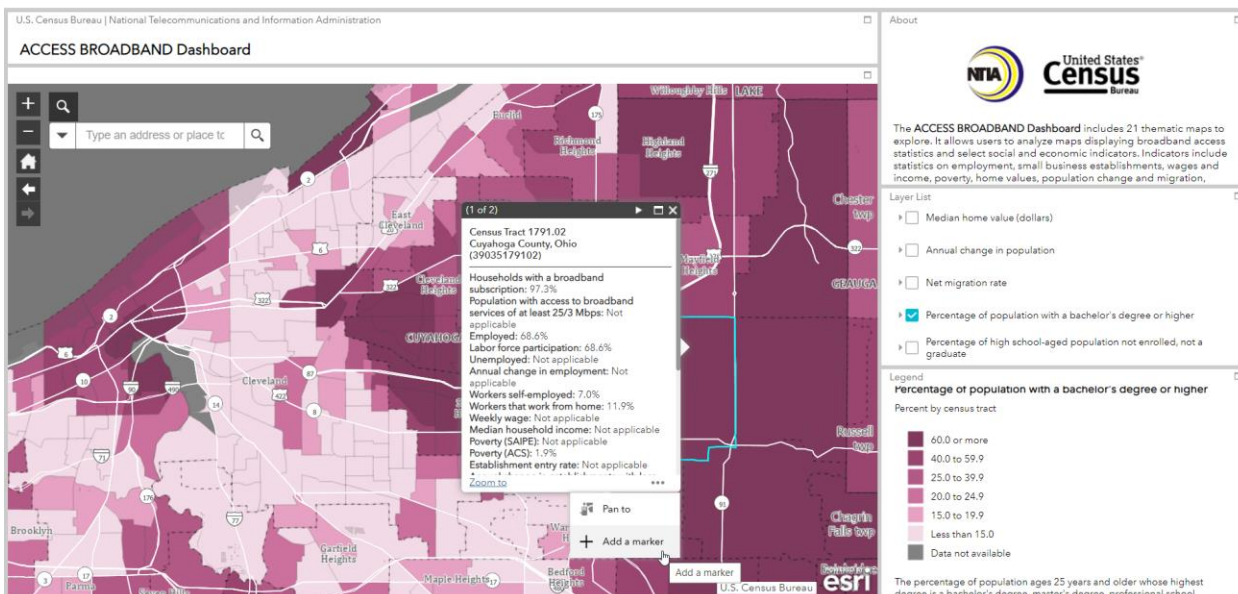
In this case, we observed that some census tracts that have lower shares of households with broadband subscriptions also have lower employment rates.

Next, we turn off those layers and scroll in the Layer List to continue exploring this area.

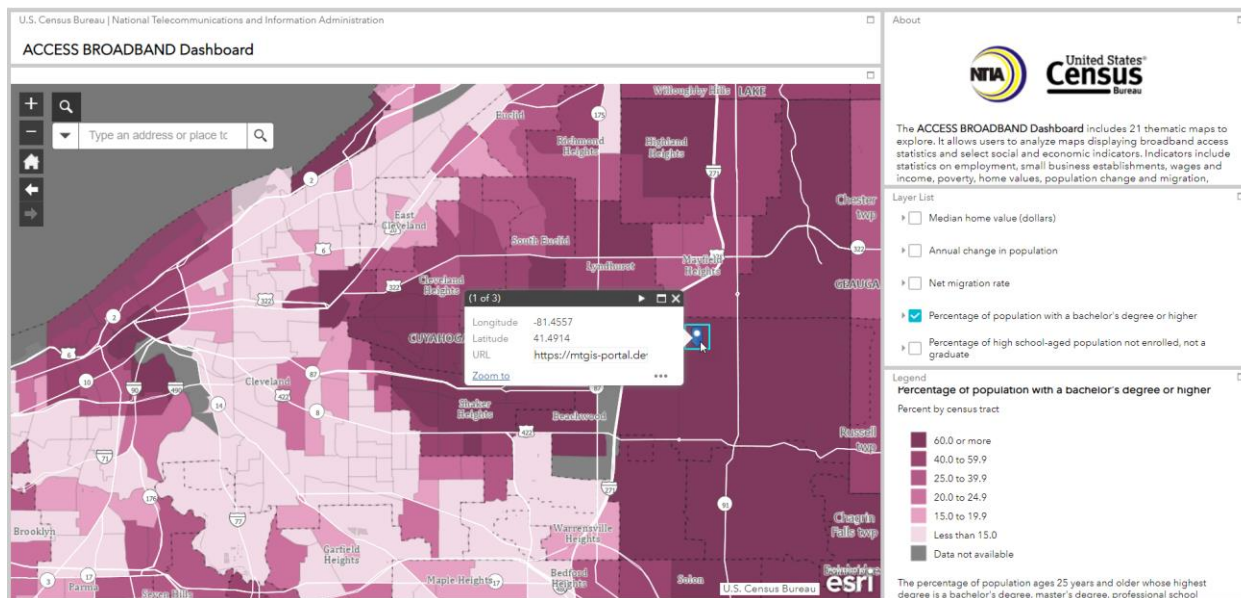


Please note that in comparing map statistics, you should consider the data source. Both map layers in the above example include estimates from American Community Survey (ACS) data, which is subject to sampling error. The margins of error for these and other data derived from surveys are available in the [ACCESS BROADBAND Dashboard's data files](#).

You can “Add a marker” to the map by clicking on the ellipses at the bottom of the pop-up.



Once your marker is added, you can click on it to access a special URL that is tied to it.



You can select, copy, and paste the URL to use it. You can send it to someone or bookmark it for yourself. This URL will open the dashboard to this same marker.